



Euromonitor
International

Alcoholic Drinks Packaging in Japan

September 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Metal beverage cans leads, due to its durability, and ability to showcase brand designs

350ml pack size leads, due to its convenience and portion control

PET bottles declines due to regulatory changes and premiumisation trend

PROSPECTS AND OPPORTUNITIES

500ml set to steadily lose share due to portion control and the health trend

Glass bottles to lose share to alternatives that are easier to transport and recycle

Alcoholic Drinks Packaging in Japan - Company Profiles

Packaging Industry in Japan - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

Flexible plastic dominates frozen pizza packaging

Smaller pack sizes gaining traction in non-alcoholic drinks packaging amid rising on-the-go consumption trend

Declining use of PET bottles in alcoholic drinks packaging

Brands adopting innovative packaging solutions in the move towards sustainability

Smaller pack sizes are gaining traction in Japanese home care packaging

PACKAGING LEGISLATION

Regulations regarding food packaging now include a “positive list” of materials that can be used

RECYCLING AND THE ENVIRONMENT

Japan Soft Drink Association takes the initiative to increase the ratio of bottle-to-bottle recycling

Plastic Resource Circulation Act a step towards circular packaging solutions

Table 1 - Overview of Packaging Recycling and Recovery in Japan: 2021/2022 and Targets for 2023

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/alcoholic-drinks-packaging-in-japan/report.